

POWER OF DIGITAL MARKETING TO ENHANCE AN AGRO TECH COMPANY'S TO PUSH FORWARD DESPITE OFFLINE AND ONLINE CHALLENGES: A STUDY ON PRANISHEBA'S EFFORTS

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**An internship report submitted to the Brac Business School in partial fulfillment of the
requirements for the degree of Bachelor of Business Administration**

Brac Business School
Brac University
Date: November 2024

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Declaration

It is at this moment declared that

1. The internship report submitted is my/our original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material that has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

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Letter of Transmittal

Ms. Tanzin Khan
Senior Lecturer
Brac Business School
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Kha 224 Bir Uttam Rafiqul Islam Avenue, Merul Badda, Dhaka

Subject: Submission of Internship report at Adorsho PraniSheba

Dear Madam,

I am writing this with great pleasure because I have completed my internship at Adorsho PraniSheba as an E-Commerce Intern. During my tenure, I experienced a full corporate overview, and hence, I wrote an Internship Report based on my experience at Adorsho PraniSheba.

I hope this report will meet your criteria as I have put my full effort into collecting all the data and information in this report.

Sincerely yours,

Tajbeha Hasan
ID20204027

BRAC Business School
BRAC University
Date: 18th November 2024

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Non-Disclosure Agreement

[This page is for Non-Disclosure Agreement between the Company and The Student]
This agreement is made and entered into by and between [Adorsho PraniSheba] and the
undersigned student at Brac University.....

Executive Summary

This internship aimed to gain in-depth knowledge of the digital marketing strategies used by Adorsho PraniSheba, a small startup in Bangladesh that focuses on agrotech to revolutionize the traditional markets of agricultural products and livestock.

During the Internship, I was responsible for sorting and collecting resumes for different roles in

the company. I coordinated the candidate's interview for the company's efficiency. Furthermore, a database had to be created and maintained, which focused on networking the company. In addition, cross-functional communication and coordination were used to brainstorm new digital marketing strategies and implement them. Once completed, monitoring was done to understand whether the strategies performed as expected.

To get a proper understanding of PraniSheba, qualitative analysis was done in the form of interviews with current employees as well as a literature review to understand the industry in depth. Overall, what could be seen in the company is that they are growing, however, it is still not substantial. The industry is full of competitors making it hard for new startups to grow. As a result, various recommendations have been made based on the company's condition.

Key Words: Digital Marketing Strategies. AgroTech Industry. Brand Exposure 5

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Chapter 1: Overview of Internship

1.1 Student Information: Name, ID, Program, and Major/Specialization

Tajbeha Hasan
20204027
Bachelor in Business Administration
Major in human resources and minor in marketing

1.2 Internship Information:

1.2.1 Period, Company Name, Department/Division, Address

From 21.04.2024 to 21.07.2024, the period stood at three months, Adorsho PraniSheba ltd, Worked for the E-Commerce Marketing Department and the Human Resource Department, Haque tower JA-28/8/D, 9-10th Floor, Mohakhali C/A, Dhaka, 1212

1.2.2 Internship Company Supervisor's Information: Name and Position

Md . Touhidur Rahman
Manager- Human Resource

1.2.3 Job Scope – Job Description/Duties/Responsibilities

- Sorting and Collecting CVs for various roles
- Selected and coordinated potential employees
- Build and Managed a Contact Database for the company
- Collected Potential Client List as well as Contacted them
- Worked on the marketing campaign for the website, adding new products and regulating the website
- Launched EID Campaign 2024
- Converted 9% of potential sales into Revenue using Digital Marketing
- Regular management of Day to Day Sales

1.3 Internship Outcomes:

After doing this internship I could grasp the intensity and real-life corporate environment, many things go behind an operation being held or any project laying out, and within these months now I have become much more confident in dealing with corporate-level problems. It is essential to

note that, this internship was not only about one department's knowledge but the entire company's work. As a small enterprise, the workforce is very limited and the scope of work is very broad. This allowed me to explore various segments of the business. In addition to that, I was able to regularly communicate with senior management of the business which allowed me to understand and realize the importance of corporate communication and what they want from their employees.

As a result, coming out of this internship has allowed me to open my eyes to the vast world of corporations and truly grasp how their inner workings are. Furthermore, this internship has also allowed me to understand my strengths and weaknesses and going forward the type of skill sets I need to develop to thrive in the competitive job market.

1.3.1 Student's contribution to the company

As my internship started at PraniSheba, I was able to contribute significantly to their operation from traditional methods to more digitalization. As my internship started, I organized all the important documents in the organization to their digital database. As a result, within the first month of my internship, I was able to help them in this transition.

Furthermore, working closely with Human Resources, as soon as they selected candidates for Interviews, their CVs were passed to me. I was then tasked with sorting them by the departments and the respective supervisor who would take the interviews in addition to the Human Resource Manager. While the Interview would take place I was tasked with its coordination. This involved everything from calling the potential employees to come for the Interview, to sit either for a written or an oral exam. Then transfer them to the respective boards where they would sit for the final interview. Hence, with my contribution, I was able to streamline their Interview coordination processes.

Additionally, being part of a flexible work culture, I was able to work on their website as well. This involved working with the IT employees in checking and editing new entries on the websites. I was then tasked with regular editing of the website with new products and updating the management with quantities sold and returned as well. This was done in addition to creating weekly data on sales closely connecting with customers for sales calls and informing stakeholders of any need in the customer front or the supplier's front.

As various festivals and seasons rolled in, I was pivoted mostly to the sales department. This involved contacting all cow vendors for the availability of cattle for our customers during EID. As the inventory was recorded and managed through the database, I would regularly update our online platforms to inform customers of our offerings.

1.3.2 Benefits to the student

The time spent in PraniSheba was instrumental for me to learn the essence of corporate dynamics. With my flexible role in the company, I was able to grasp many learning points. This involved understanding the essence of business communication. I was in regular contact with many customers which also helped me grow a network that would help me beyond PraniSheba.

Additionally, I was able to fully utilize all my theoretical knowledge in marketing in the actual job field. I was tasked with email marketing, Facebook marketing, and traditional marketing. This helped me visualize small companies' different marketing channels and how to sustain them regularly. Besides, it has also helped me to understand how each of the variables is impacted in the context of Bangladesh.

Moreover, the company helped me to understand how to work in tangent with different groups as cross-functional activities were very common during my internship. I was able to closely relate with how each department functioned and how each of them was impacted were impacted with every small step and decision. Furthermore, working with a group enabled me to understand how important flexibility in addition to time management skills are important to sustain in the corporate world.

1.3.3 Problems/Difficulties (faced during the internship period)

As the nature of my internship involved working for various functions, it certainly created huge pressure on me. Being involved in various projects at the same time in addition to different time goals resulted in me prioritizing each work based on time. As a result, it created an issue I would utilize all my time and energy on one project and prioritize the others less. Therefore, not all my work has been of a constant standard.

Furthermore, as more tasks rolled in over time, I was able to prioritize my overall growth. As the business let me have very little disposable time, I was unable to gain many insights into the company and the industry rather than learning only what was ahead. Had I gotten more time during my internship to work on my strengths and weaknesses I would have been able to gain more skills during the internship.

Moreover, PraniSheba being a small business leads to having many employees working in multiple functions. As I was also a part of the same spectrum it caused me to lose focus on many of my tasks. This coupled with external suppliers that did not understand the hierarchy of the

business relied on me to communicate important business decisions to the higher management. Due to the amount of work, I was not able to communicate all the information in time which negatively impacted the business growth and as an Intern this is a bad reputation in the corporate network.

1.3.4 Recommendations

1.3.4.1 Overhauling the Onboarding

The first point that needs an overhaul is the onboarding process. It must be more interactive and intuitive with proper training. Most of the new Interns had a tough time understanding who they reported to and what their goals were. This in addition to little or no training meant the new joiners were unable to understand what they should be working on from the start. This can be changed to make it more friendly for their new joiners.

1.3.4.2 Meeting with Organizational Supervisor

The Internship also lacked frequent meetings with the work supervisors, to check on work and get feedback. This is instrumental in every internship for a candidate to refine their work for the future and going forward PraniSheba should implement more dedicated supervisors to their internship seekers. This would help enhance the work quality in addition to the work done.

1.3.4.3 Seminars on the Industry

As the Industry was new to everyone who did the Internship, more seminars, and workshops to familiarize students with the industry and how it evolves behind the scenes is important for everyone to understand. More in-depth knowledge sessions can be provided regularly to enhance contribution in the workplace and would also help in the decision-making process going forward.

2.1 Introduction

Adorsho PraniSheba is a startup that focuses on agrotech expansion of the market through livestock and agriculture. It aims to make the industry more technology-dependent to make the market more efficient and productive aiming to reduce the sufferings of Bangladeshi farmers. They use their website and social media to connect farmers with customers in the urban states as well as businesses to simplify the supply chain network of agriculture and livestock. As a digital platform, they can address the traditional market with innovative solutions and reduce the potential issues that are involved in the current market.

2.2 Overview of the Company

Adorsho PraniSheba is an agro-technological company that primarily focuses on cattle-based services (Adorsho PraniSheba, n.d.). Cattle services include various segments such as cattle rearing, providing veterinary services, selling cattle during EID in addition to providing the sacrifice meeting according to the demand. In addition, they also provide microfinance to cattle farmers to ensure they can sustain the farming process and become their customers when EID arrives. They have also included technology into this traditional segment by introducing muzzle detection in all cattle to distinguish and identify one cow from the other.

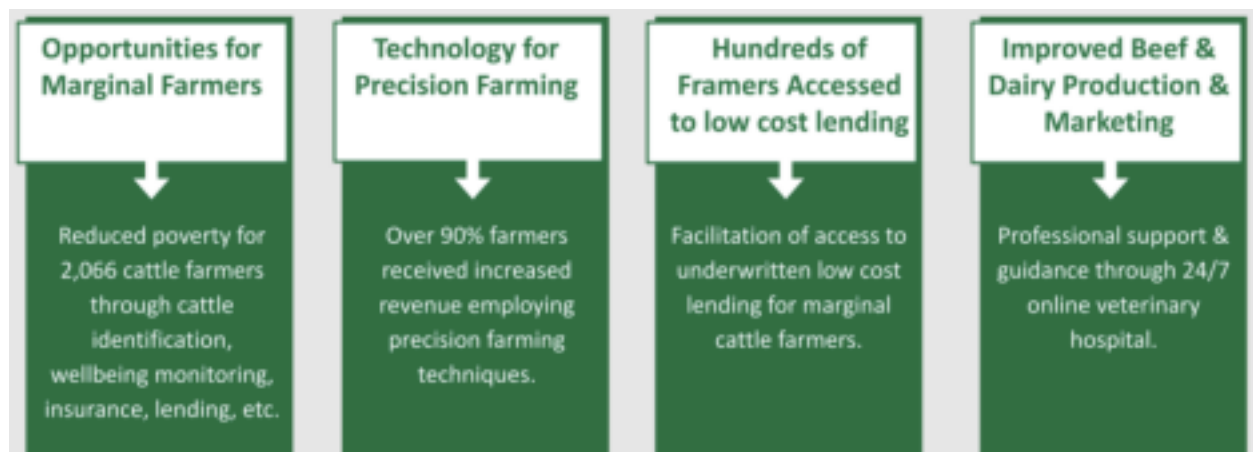


Figure 1: Scope of PraniSheba

2.3 Management Practices

2.3.1 Leadership Style

Adorsho PraniSheba has a democratic leadership style. Fida Hoq is the CEO and the company's acting partner. His vision was to establish an Agro-Tech company in Bangladesh and he created the company structure accordingly. Despite being an ex-Cadet, the company is mostly democratic. These immensely enhance the organizational structure of the company. As most of the departments run independently, they can make their own decisions and enhance their scope of work. As a result, each Head of Department and respective managers enjoy autonomy, and motivation is maintained among employees as well.

2.3.2 Organizational Structure

The company is led by the CEO at the very top and trickles down into various departments. The Management includes Accounts, Human Resources, Operations, Marketing, Business Development, and the IT Departments. All these are headed by the respective Head of Departments, who have Managers under them. Each manager has a team consisting of roughly 5-6 people depending on the scope of work. Under these Managers are Senior Officer, Officer & Interns.

2.3.3 PraniSheba's Human Resource Planning

Adorsho PraniSheba uses tools such as Shomvob. It is a Human Resource Management Tool like LinkedIn as people enroll their resumes in their database and the company can use filters to select and find suitable candidates for different roles (Shomvob, n.d.). Whenever any new vacancy is created, they use this platform to find suitable candidates and call for interviews. Depending on the role, it can either be taken by the Human Resource manager alone or with the addition of the Head of Department the employee will work in.

When it comes to Training Employees PraniSheba uses On-The-Job Training and various Seminars and Training Events where their employees go there to represent the company as well as gain as much knowledge as possible in this niche sector.

Lastly, PraniSheba uses Yearly Performance Evaluations for employees. Every year Fida Hoq in addition to the line manager sits with the employees for a one-to-one conversation. Here

everything from employee performance, feedback as well and future scope is discussed. Based on this evaluation and prospect of the employee Performance Evaluation is conducted.

2.4 Marketing Practices

2.4.1 Marketing Strategy

PraniSheba aims to perceive its services as a tool for customers to get household commodities that come directly from the farmland and are priced comparatively to the market. They understand that the Bangladeshi market has a demand for agricultural commodities that are healthy compared to the ones available in the market. Hence, aim to promote their products as healthier options to the already available products.

2.4.2 Target Customers

PraniSheba mostly focuses on affiliated various club members in Dhaka. These populations are generally retired or old. Hence, such customers prefer the convenience of getting everything from daily household food items to cattle ordered online and delivered online. As most customers come from affluent backgrounds PraniSheba can promote their products in such clubs and reach the ideal age group of customers.

2.4.3 Marketing Channels

PraniSheba invests heavily in social media marketing. They use emails, WhatsApp, and Facebook to push their products and services. These would include promoting the available products, newly stocked, or new promotion messages that will be articulated to the consumers via social media platforms.

To reach a mass audience, particularly in the time of EID, PraniSheba also heavily invests in traditional paper-based marketing tools such as leaflets. Employees tend to distribute the company's offerings to the public in various mosques around the city in addition to shopping malls. The idea behind this approach is to reach the chauffeur of the clients who will then promote or bring the leaflets to their owners and through that promotion could be established.

2.4.4 New product development

PraniSheba is aiming to do Research & Development on their mustard oil products to enhance their quality and reduce any harmful chemicals in them. This enables them to stand trial with the government for the BSTI certification. If they get the certification, they will be able to expand heavily, reach more customers, and expand to other countries as well. All these are dependent on

their research on making their mustard oil a better version option than all competition in the market.

2.5 Financial Performance and Accounting Practices

2.5.1 Financial Data Overview of the Last 3 Years

Year	Revenue (BDT)	Net Income (BDT)	Total Assets (BDT)	Total Liabilities (BDT)	Equity (BDT)	Cost of Goods Sold (COGS)	Operating Expenses
Year 1	25,00,000	1,00,000	15,00,000	6,00,000	9,00,000	10,00,000	12,00,000
Year 2	40,00,000	3,00,000	22,00,000	11,00,000	11,00,000	15,00,000	20,00,000
Year 3	60,00,000	5,00,000	30,00,000	16,00,000	14,00,000	22,00,000	25,00,000

Figure 2: PraniSheba Financial Data for 2023,2022&2021

PraniSheba has been a constantly growing company. Over the last few years, they have shown growth in their revenues. Their Revenues increased by 60% and 50%, respectively, over the last three years. Even though their expenses have also increased, their Net Income has grown positively over the years. Furthermore, their operating expenses have been largely on par with the growth of their revenue, indicating a control of their expenses by the management.



Figure 3: Revenue & Net Income growth of PraniSheba

The diagram above shows how PraniSheba's revenues have grown positively over the three years, and so has its Net Income. The market has received PraniSheba positively, which can be seen in its growth rate.

2.5.2 Ratio Analysis of PraniSheba

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Current Ratio	
Year 1:	2.5
Year 2:	2.0
Year 3:	1.88

Quick Ratio	
Year 1:	1.67
Year 2:	1.36
Year 3:	1.32

Interest Coverage Ratio	
Year 1:	0.67
Year 2:	1.00
Year 3:	1.14

Inventory Turnover	
Year 1:	2
Year 2:	3
Year 3:	3.5

Receivable Turnover	
Year 1:	5
Year 2:	5.71
Year 3:	6

Figure 4: Liquidity of PraniSheba

The data above show that PraniSheba's current ratio has declined over the last three years. This means that their ability to pay off their short-term liabilities has also declined. This can be attributed to their increase in Total liabilities as well as interest payments that come with it. Furthermore, the quick test ratio also paints a concerning image. This is because it has also constantly fallen even though inventory for their case cattle and cattle products is not calculated. Therefore, they do not have enough liquid assets to pay off their short-term liabilities. Their ability to pay off their debtors is improving as the interest coverage ratio indicates because of the fact their debtors have been paying them off more over the years, bringing the cash flow to pay off their debtors. This in combination with the inventory turnover indicates PraniSheba has enough resources pouring into the company, however, it is still not enough as indicated by the first two measures.

2.5.3 Profitability Analysis of PraniSheba

Gross Profit Margin
Year 1: 60.00%
Year 2: 62.50%
Year 3: 63.33%
Net Profit Margin
Year 1: 4.00%
Year 2: 7.50%
Year 3: 8.33%
Return on Assets (ROA)
Year 1: 6.67%
Year 2: 13.64%
Year 3: 16.67%

Figure 5: Profitability of PraniSheba

For PraniSheba the Gross Profit Margins have been increasing over the years. This is a good sign for the company as it indicates that the company will retain more revenues after their production costs which can be further reinvested for their expenses and growing in the industry.

Furthermore, their net profit margin has also consistently risen which is why over the three years their net income has also increased giving the company more resources to operate accordingly. According to the calculations, PraniSheba has been making good investment choices. They have been able to generate income from investments in their assets which are mostly technological and giving them good returns.

2.5.4 Overall Analysis of PraniSheba

PraniSheba despite being a small company has been performing well in the industry. They have been making constant returns over the years which is fueling their expansion opportunities. However, it also needs to be considered that PraniSheba being such a small firm in the market is not able to fully depend on its finances. Rather they need to also depend on external finances to ensure their future targets are met. As the industry is very volatile, they need to see other avenues from where they can expand their finances to thrive in this market.

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2.6 Operations Management and Information System Practices

2.6.1 Muzzle Detection

Adorsho PraniSheba has researched and developed an automated system for their production line. Every cattle that meets the company is scanned and recorded in their database through the cow's muzzle. This enables the company to locate every cow, monitor them, and provide insights into the company that are later shared with the customers as well. As soon as any cattle join their production line, they have all its insights which also has a historical data option. This enables the company to understand if the cattle need any support or if any potential health risk is detected which can be easily mitigated by the company by taking proper evasive measures.

2.6.2 PraniSheba FinAccess

Furthermore, PraniSheba has been using "PraniSheba FinAccess" which aims at 4IR technologies such as Machine Learning and Artificial Intelligence to provide cattle farmers with a range of services (Adorsho PraniSheba, n.d.). These measures aim at giving farmers a multitude of services with affordable costs to encourage farmers to join the supply chain of PraniSheba over other competitors.

SERVICE	BENEFITS
Preserving digital records	Heat detection and instruction for the insemination in time Identifying the calving time and resolve the Inbreeding problem Cattle identification and Cattle insurance
Providing advance notification of the disease	To prevent the disease by identifying at the primary stage
All-time temperature monitoring	Early detection of the disease
Sending message of the heat	Determining the hit of cattle and reducing the number of repeated calls for seed filling at the right time
Insemination in proper time	Identifying the probable time of calving
Providing advance message before delivery	Ensuring readiness and carefulness before calving
Constant observation of cattle movements	Observing the constant well-being of cattle
SMS alert system	Round-the-clock monitoring
Cattle insurance for death, theft and disabilities	Mitigating risks of cattle farming
Observing the balance of water intake	Relieving heat stress

Figure 6: PraniSheba FinAccess Services

2.7 Industry and Competitive Analysis

2.7.1 Porter Five Forces Analysis

2.7.1.1 Threat of New Entrants

Bangladesh has seen a recent increase in the number of new startups that want to implement traditional markets into digital markets. With the country being so deep into agriculture it is understandable that many of the new startups want to enter the agricultural sector. For PraniSheba, the threat to entry is moderate. This is because any new startup to establish in this segment would need high capital investment which would take many years to recoup due to the slow growth in the industry. Many existing firms such as Sadeq Agro have already developed the market in many ways and have a loyal customer base due to their brand with its supply chain such as Adorsho PraniSheba. Regulatory barriers are present as they involve dealing with many governmental permissions due to proximity to the consumers. Thus, the threat to entry is moderate.

2.7.1.2 Bargaining Power of Suppliers

Suppliers of Adorsho PraniSheba have high bargaining power. This is because the company is very new and has little power in its supply chain hence, they lack power in it. Farmers can sell their cattle to any kind of agro firms, in addition to traditional cow markets. This reduces the need for online aggregators for Adorsho PraniSheba.

2.7.1.3 Bargaining Power of Buyers

The Bargaining power of this market is very high. Due to traditional practices and how the industry is perceived country-wide companies such as Adorsho PraniSheba are more of an easy alternative rather than a potential all-time use item. As a result, buyers would not purchase higher-priced premium cattle from Adorsho PraniSheba even if they introduced new methods to address the conditions of the cows. Moreover, digital literacy is increasing in customers. This enables them to venture out to different brands who promote their big agricultural farms and go viral during EID.

2.7.1.4 Threat of Substitute Products

The market in Bangladesh is very volatile when it comes to farming. Farmers can opt for traditional form of farming practices and sell in the local markets or yearly markets.

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Furthermore, the industry has similar offerings as the multiple agro-tech firms established in Bangladesh (LightCastle Analytics Wing, 2020). Therefore, Adorsho PraniSheba's offerings can be easily alternated by various new companies.

2.7.1.5 Industry Rivalry

The Industry in Bangladesh has started to become very adaptable and startups in the agro-tech sector are slowly growing in the market. As a result, the rivalry for Adorsho PraniSheba has been growing heavily. They are not only impacted by domestic markets but also international competitors who can enter the market offering similar products and services as Adorsho PraniSheba.

2.7.2 SWOT Analysis

2.7.2.1 Strengths

PraniSheba is an agrotech company that started its e-commerce site in 2020 when it was peak coronavirus times it pioneered selling urban cattle on its online site so it has a good reputation in the market proving it is reliable, they have a first mover's advantage.

They are the only firm that provides online cattle home delivery and pick-up options as well. During EID they can make the entire process of Qurbani virtual. The consumer can purchase their Cattle online, choose from different options, and order either the entire cattle or a share as many dos. After which, they sacrifice the cattle on behalf of the customer, prepare the meat, and deliver it to the customer without them having to step out of their house once. PraniSheba claims and provides its services and products at the lowest price possible helping it to attract price-sensitive customers who want their products sent home without any hassle. PraniSheba mostly serves and is affiliated with different clubs of Dhaka so the members of the club are regular and sustainable repeat customers which helps them to ensure a solid clientele base. As a result, the company can generate cash flow regularly from Business to Business or Business to Customer segment as well.

2.7.2.2 Weakness

PraniSheba needs help to earn cash flow throughout the year. Their main business and most of the cash flow comes from the seasonal business of Qurbani sales and seasonal fruits business. As a result, their cash flow is used for day-to-day operations year-round. Therefore, they have low finances to invest in the business or to explore new markets. Also, they have a daily distribution

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of fresh dairy milk supply manhandling that and delivering that and satisfying and ensuring the milk does not become sour proposes as a challenge with Dhaka cities unpredictable traffic and weather conditions.

Additionally, PraniSheba holds affiliated club members as its regular clients but it needs to serve more clubs and expand its customer base further to run its operations have better liquidity and be more profitable so that it can invest in more capital investments, in the market, it becomes difficult to convince clubs who already have their vendors or suppliers for them to change and trust another company.

2.7.2.3 Opportunities

Hiring more experienced personnel employees with better facilities to ensure they make more informed well-rounded decisions. Since it is a service-based business better customer service, post customer service can help them to do better.

They can have a physical store with its most demanding products where people come to visit and experience having an outlet will make the brand more visible. They can sell fresh cut sorted packeted cattle meat which will be convenient for two working families who want fast ready hassle-free food options.

2.7.2.4 Threat

They started as an online Qurbani cattle-selling site during the coronavirus times when people were afraid of going out. However now that situation is not present people might not prefer to buy it online anymore, also now there are more and more online cattle-selling pages.

2.8 Conclusions

PraniSheba is a new start to the agricultural sector in Bangladesh. They have established themselves as one of the prominent Agrotech in the industry and have been working to revolutionize the industry. They follow a democratic approach when it comes to leadership which makes the company very flexible and transparent to attract new tech enthusiast workforce in the market. Furthermore, their marketing strategies involve not only attracting end consumers but also various businesses which expands their market by many folds. Their finances have also performed well in this highly competitive market even though there are opportunities to do better particularly in their operational levels to enhance their net income further. However, it can be very complex as can be seen from the Porter and Swot analysis which showed that even if they have opportunities to grow there is always the risk of industry leaders eating up their market share with also the possibility of new entrants as the government is shifting towards more openness despite heavy regulations.

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2.9 Recommendations

2.9.1 Supply Chain Experts in Human Resource

PraniSheba should involve more supply chain experts in their Human Resources who understand the needs of the company and find suitable resources for the roles. As the company is mainly plagued with supply chain issues, having better resources there would start to eliminate the potential issues. As a result, slowly the business will be able to create a robust network with which they can serve their clients without any issues and hence would help them expand.

2.9.2 Expanding into Year-Round Products

For PraniSheba a huge proportion of their income is generated seasonally. This is problematic as they do not carry enough cash flow to fund year-round operations and depend on other finances. This can be mitigated if they carry livestock such as organic eggs and chicken which are available year-round and sell them at a premium to customers who look for authentic organic products. More inclusion of year-round products will eliminate their need to be dependent on

external finances year-round.

Chapter 3: Project Part

3.1 Introduction

Adorsho PraniSheba is a relatively small company in the vast Agriculture Industry aiming at breaking the traditional market practices of customers and ensuring cattle rearers earn a justifiable amount for their work. However, big players in the market and customers vastly unaware of such a company which can linked to poor digital marketing are resulting in new companies such as Adorsho PraniSheba to grow and thrive in the market.

Ever since the evolution of online-centric ventures in Bangladesh, digital marketing has been seen as the most important tool to rely on. According to (Mailchimp, n.d.), digital marketing refers to digital advertisements to reach its target audience through all internet-based resources. Digital marketing can be utilized by using internet marketing that holds the essence of offline characteristics that are portrayed in online platforms either major or subtle changes to it (Bala, 2020). As smartphones have penetrated a large audience it has also made it necessary for firms to

induct opportunities for digital marketing in their organizational structure to ensure they have a competitive edge in the market and be a recognizable force (Alghizzawi, 2019). As a result, PraniSheba a pioneer in selling cattle online has inducted various online marketing methods to ensure their brand is standing tall in a market where offline substitutes are the majority. Despite both offline and online threats, the PraniSheba e-commerce platform has been in the market since 2020 and has been trying to stay afloat in this niche market with the help of its already-established digital efforts this case study will dive deeper into understanding their importance, providing more options, and try to gauge the effectiveness.

3.1.1 Background

To fully understand the condition of Agro Tech's digital marketing services many journals and articles were used. A common trend that was seen is that many of the researchers acknowledge the fact that digital marketing tools are effective when various metrics are used in addition to it to get a full grasp of the situation (Kanellos et al., 2024). It was reported that many firms can produce their strategies based on this technological tool that ensures that resource use is optimized at all levels and new avenues can be found (Kanellos et al., 2024). (Meghwal & Meena, 2024) in their report has also spoken about market expansion and healthy competition achieved with the help of digital marketing. This is again a crucial phase PraniSheba is facing and the research speaks at great lengths about it.

However, further research must be conducted as the maximum of the research lacks the focus on the type of niche sector in which PraniSheba is operating. Their primary business relies on EID

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ul-Azha, where there is a high demand for cattle. As a result, digital marketing campaigns can be run for a few months prior ensuring customers have a recall value when the time of EID comes.

3.1.2 Objective

- Investigating the adversities of the Agriculture Sector of Bangladesh.
- Examining the Relevance of Digital Marketing in the Agriculture Industry.
- Understanding the importance of Digital Marketing Strategies.
- Assessing customer reach and engagement through Digital Marketing.
- Whether the Digital Marketing Strategies reach the intended audience.

3.1.3 Significance

The research must be conducted to ensure small startups such as PraniSheba can traverse the

competition present in Bangladesh and establish themselves. During the time of COVID-19, people were stuck in online shopping which boosted the sales of PraniSheba. This enabled them to have a cash flow that lasted a year and no other resources were needed. However, as the lockdowns eased, people had the option of offline shopping which reduced sales over time and depleted resources. Despite having the first mover advantage they were unable to cement their position in the market even in their four years of running. With a severe cash flow deficit and unable to get up from the position they are in it is crucial for them to find the methods that work best for them and ensure it is sustainable.

Hence, a company like PraniSheba must look for all the measures that can be taken without pressuring their resources and expanding them much. Only this would guarantee a long-term success. Hence, research must be conducted with a proper thorough view of them and the industry for the betterment of the company.

3.2 Methodology

3.2.1 Design Type

The Methodology chosen for this research paper was Qualitative Data sourced from online research articles and Interviews with Adorsho PraniSheba employees. To get a connection between all participants 10 employees were chosen, seated separately to get unbiased answers, and asked 10 questions about the company and the industry.

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3.2.2 Information Required

For this study information such as financial data, organizational data, and personal anecdotes of employees were sought. This information was then studied to get the overall status of the company and industry.

3.2.3 Secondary Sources

To get a clear image of the industry multiple research papers were analyzed for a better understanding of the concepts, problems, potential solutions, and recommendations that could help the company in the future.

3.2.4 Primary Sources

Information was sought from 10 employees of Adorsho PraniSheba who had to sit for a

face-to-face interview about 10 questions which were asked in a conversational tone.

3.2.5 Sampling

The sample size of 10 employees was not chosen at random. Based on their designation and their role in the company it could be understood on their level of expertise and their understandings. Based on these measures, they were selected. Most of the sample population came from the Marketing & Sales departments of the company.

3.3 Findings and Analysis

3.3.1 Power of Digital Marketing

The digital scope of changed drastically over the years as social media companies introduce new features in their offerings which is why many brands have not been able to reach their potential despite high hopes (Sundaram et al., 2020). It is also stated by (Sundaram et al., 2020), that a Brand can create mind recall and customer loyalty for it, and digital marketing enables it as it makes the traditional format obsolete. As a result, Digital Marketing is one of the most important tools in modern society.

The strength of Digital Marketing moves beyond the internet barrier as it can be through formats other than social media such as phone mobile messages of promotions (Sundaram et al., 2020).

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Adorsho PraniSheba is one such company, they have been relying heavily on their social media campaigns as well as reaching customers through phone and text messages to promote their products.

A key point highlighted by (Sundaram et al., 2020) was that Digital marketing enables information sharing. This in turn plays a domino method, where customer trust for the brand is enhanced. In addition to this, it allows two-way communication between the seller and the buyers. As a result, customer behavior and responsiveness are more easily gauged (Sundaram et al., 2020).

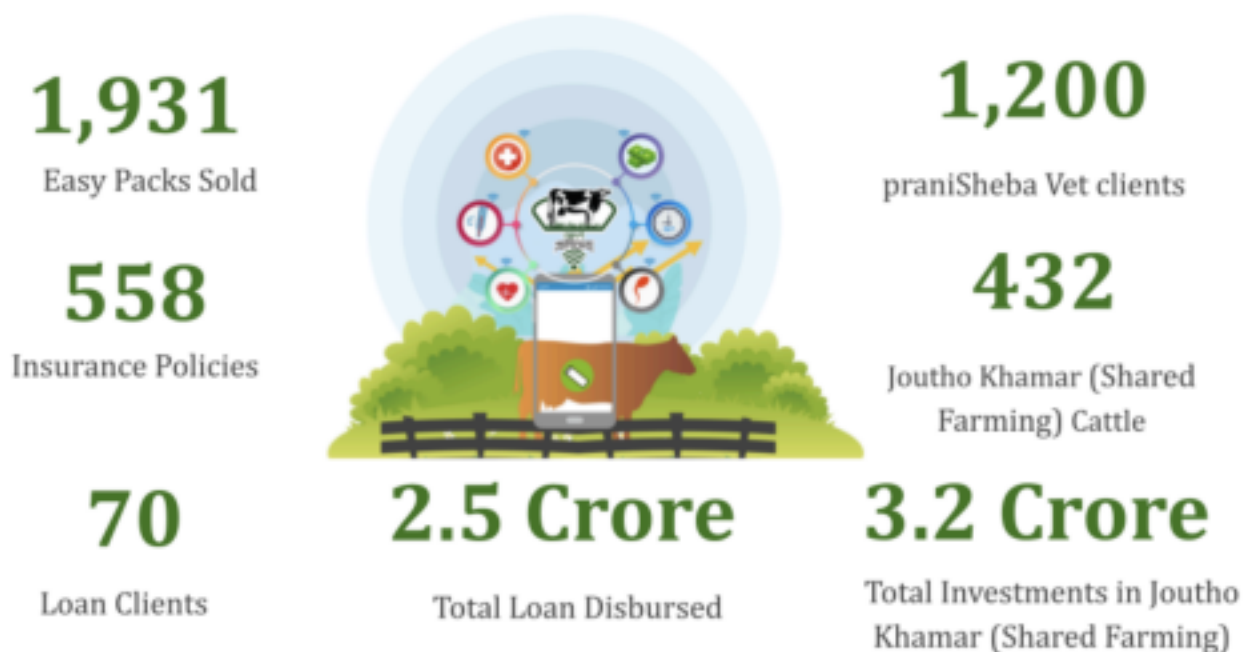


Figure 7: PraniSheba's progress due to Digital Marketing

3.3.2 Difficulties in the Market

The Head of Marketing at PraniSheba claimed for various competitors in the market, the industry is hard to control (Shahid Mohammed, personal communication, October 15, 2024). He argued that the Bangladeshi Market is dominated by political prowess. Many farmers in the rural regions are forced to carry their Cattle to nearby cow markets organized by local leaders. As a result, many of the cattle groomed by PraniSheba or potential cattle that were selected were lost to the offline markets. Furthermore, many cattle farmers tend to think that bringing cattle to the EID Cow markets in Dhaka offers lucrative amounts for them and hence tend to get their cattle in Dhaka independently rather than handing them over to PraniSheba during EID (Ridoy Mahmud, personal communication, October 15, 2024). Despite spending money on these potential animals, they are lost in the last second.

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Furthermore, employees tasked with territory officer duties in rural regions tend to claim that even if customers are made aware of PraniSheba's offerings the culture behind going to the EID markets and buying cattle there is old and people tend to preserve it (Towhid Islam, personal communication, October 15, 2024). Therefore, despite the cash savings and other offers, many promotions fall flat for PraniSheba when they try to venture out of the megacities.

Most importantly, it is claimed by (Wali Khan, personal communication, October 15, 2024) Many of the existing agro's in Bangladesh have a strong supply chain network. They buy cattle

when they are born, transport them to their factories, and start breeding them. This starts a process where they have a supply of both local and international breeds of cows at their disposal accounting for just the cost of raising and breeding them. As a result, the prices can be significantly lower for them for the same range of cattle than what Adorsho PraniSheba can offer.

3.3.3 Resolving Issues through Digital Marketing

Adorsho PraniSheba must take many steps to resolve many current issues and potential issues as well. First, they need to create Awareness through Digital Marketing according to (Kanellos et al., 2024). With the penetration of the internet in many rural regions they try to get supplies of cattle they can create an awareness campaign using social media. (Rahman, 2023) reports many cattle farmers face huge losses every year in the mega markets of Dhaka due to transportation and other costs. This can be portrayed in informative and simpler ways for the farmers to decipher it. Many decide not to choose PraniSheba and venture out on their own. If the information regarding the Dhaka market and other issues are portrayed regularly to the farmers, they will choose companies such as PraniSheba over other methods. Moreover, a huge chunk of the target population in the Megacities of PraniSheba also lacks information on cattle-related services. They must be informed and made aware of the benefits of such start-ups rather than focusing on traditional practices. It has already been seen that when given a choice and proper information people choose online mediums. A huge plethora of services in Dhaka are now startup-based digital service providers such as Uber, Food panda, and Delivery Applications such as Pathao. These companies have shown that customers made aware of online services will make a move towards online processes rather than offline traditional mediums.

Furthermore, one critical issue that can be easily solved by digital marketing is the ability to take customer feedback according to (Kanellos et al., 2024). Many Dhaka dwellers during EID buy cows on the promise and estimation of them being of a particular weight with an estimation of the Fat to Meat ratio. When the expectations are not met this usually creates dissatisfaction but there is no way to complain or rebuy if the expectations were met. This can be easily solved by PraniSheba. As they can weigh their animals it gives a better estimation of what customers will

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receive. As the customer purchases it, after EID they can understand whether the customer was satisfied or if not then give other promotional offers such as free milk and other services to ensure customer loyalty. If that is ensured in the future customers would think of purchasing off them again. All these are enabled when the customers have the guarantee that their feedback is heard and performed which is why (Kanellos et al., 2024) deemed it so important. (Asif Mahmud, personal communication, October 15, 2024) the person responsible for the IT segment of the company claims this solution to be a cheaper and good alternative to monitoring customers

and their feedback.

3.3.4 Interview Results

3.3.4.1 How has PraniSheba adapted its online and offline digital marketing strategies

According to the employees of PraniSheba, they have implemented a multi-channel approach. They have focused heavily on Phone and SMS-based campaigns. During the last EID, they sent more than 10,000 text messages to various potential clients and farmers informing them about the services in addition to the benefits to farmers using these services. Furthermore, they use social media and club-related affiliations to penetrate a new potential customer base. All these accumulate their online and offline approach to digital marketing campaigns.

3.3.4.2 Is there any specific tool they prefer to reach the mass audience which has been very effective

PraniSheba mostly uses Facebook as their tool to reach a mass audience. They have their Facebook page affiliated with their websites. Customers see various videos and posts about PraniSheba's offerings. This page also works as a gateway to their websites, as customers can view the various offerings properly and get proper information on their websites. They also use their website and Facebook to promote their achievements to build trust among customers and potential farmers as well.



Figure 8: PraniSheba's Achievements

3.3.4.3 What are the challenges about their Industry

It is a service-based industry that heavily also depends on perishable items. As a result, with a weak supply chain, it is difficult for the company to manage its inventory and deal with any adverse conditions. One of the employees highlighted that during the end of mango season, a large order to one of the clubs for mangos was rotten upon reaching the customer. However, they could not restock the club as they did not have an inventory of mangos in hand during the end of the season. This created a bad reputation for the company in front of the customer and it is unlikely they will be able to conduct business with them again.

3.3.4.4 Is their Digital Marketing reaching the rural farmers

According to the employees who work at the ground level, digital marketing is reaching the farmers but at a very small scale. Only a handful of the villages so far have generated organic growth and have customers reach the company by themselves. Mostly, it is the ground-level employees that promote the services to farmers after which they access the company's digital services.

3.3.4.5 How can they implement digital marketing strategies to effectively tackle the problems in the market

Maximum of the employees believe that for their digital marketing strategies to be effective, they must make the customers reliant on the services. In the case of Shopno and other grocery retailers, they first attracted the farmers giving them various offers and good deals than traditional markets. Once that was established, they had suppliers on hand even if incentives were reduced. PraniSheba employees believe if their digital marketing includes various incentives and uses celebrity promotion to reach the farmers or their children then can eventually

reach the core suppliers. After the suppliers are introduced and used to the services of PraniSheba it will be easier for them to tackle the adversities of the market.

3.4 Summary

Bangladesh has been highly dependent on the agriculture sector for most of its history. However, it is largely unorganized and uncontrolled at many levels. This has given rise to various industry leaders who have cemented their position as the main buyer from the farmers making it difficult for new startups. Adorsho PraniSheba despite their technology-based approach is subjected to various political and social issues that are pertaining in the country. Furthermore, their current digital marketing strategies though performing well have been lackluster for the future growth of the company as they are yet to be a household name like their competitors.

3.5 Recommendations

3.5.1 Search Engine Optimization

PraniSheba must focus on implementing better keywords in its social media campaigns. As people are made aware of their offerings when they search for something specific search engine optimization can be enhanced so that any keyword would land the customers on the website of PraniSheba. For instance, their muzzle detection software can be cut down to various keywords such as cattle health, identification, or better health of cattle. These keywords when searched would land all customers on the website of PraniSheba generating a footprint on their websites.

3.5.2 Collecting Data

PraniSheba should collect data on potential customers who visit the website or their Facebook page. Based on their likings and non-likings data can be created and then the social media campaigns they use can be customized to appease the mass population. As a result, they can both understand and provide customers with exactly what they require.

3.5.3 Pre-Packaged Meal Plan

PraniSheba can launch a prepackaged freshly cut and processed meat and chicken meal plan to enhance the convenience. Now a days people want easy convenient meal prep solution that both male and female without house help can just cook and eat. Additionally, coming up with smaller

proportions of food package combo offers can be made available so that only one person or two people can eat without having to freeze it. With the increasing inflation people's purchasing power has also decreased so portioned food is the way to go.

3.5.4 Training Territory Employees

For breaking the syndicates that illegally manipulate the market and taking advantage of the unaware farmers in need PraniSheba can employ and then train employees from the rural territories who know how to manage and let the farmers to be confident about their service which will benefit them in the process. They can talk to them the way they can understand and put their trust on us that without any middleman we will directly deliver their produce to the city customers that can help the customers to get the fresh without preservatives wholesale items.

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Appendix

Interview Questions

1. How has PraniSheba adapted its online and offline digital marketing strategies? 2. Is there any specific tool they prefer to reach the mass audience which has been very effective?
3. What are the challenges about their Industry?
4. Is their Digital Marketing reaching the rural farmers?

5. How can they implement digital marketing strategies to effectively tackle the problems in the market?

Research Proposal

Introduction

Ever since the evolution of online-centric ventures in Bangladesh, digital marketing has been seen as the most important tool to rely on. According to (Mailchimp, n.d.), digital marketing refers to digital advertisements to reach its target audience through all internet-based resources. Digital marketing can be utilized by using internet marketing that holds the essence of offline characteristics that are portrayed in online platforms either major or subtle changes to it (Bala, 2020). As smartphones have penetrated a large audience it has also made it necessary for firms to induct opportunities for digital marketing in their organizational structure to ensure they have a competitive edge in the market and be a recognizable force (Alghizzawi, 2019). As a result, PraniSheba a pioneer in selling cattle online has inducted various online marketing methods to ensure their brand is standing tall in a market where offline substitutes are the majority. Despite both offline and online threats, PraniSheba e-commerce platform has been in the market since 2020 and has been trying to stay afloat in this niche market with the help of their already

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established digital efforts this case study will dive deeper into understanding their importance, providing more options, and try to gauge the effectiveness.

Problem Statement

The main issue that has plagued PraniShebas growth has been linked to their existing expenditure on platforms such as Meta and Google to promote their products. These expenses are not linked to their performance, as no data has been created or managed to understand whether the expenses justify the results. In addition, for PraniSheba even though the use of Digital marketing is rampant it is unclear for them what their primary customer segment is and whether their measures penetrate the minds of the potential customers. Moreover, PraniSheba has failed to garner enough audience reach even by using AI in this year's EID Marketing, marking the question again of whether they have effective measures taking place. These mark the questions of whether:

1. PraniSheba is wasting crucial resources
2. Is there enough audience for a successful marketing program
3. Which existing digital marketing campaigns have to be discontinued
4. What are the new digital marketing campaigns needed

Preliminary Literature Review

To fully understand the condition of Agro Tech's digital marketing services many journals and articles were used. A common trend that was seen is that many of the researchers acknowledge the fact that digital marketing tools are effective when various metrics are used in addition to it to get a full grasp of the situation (Kanellos et al., 2024). It was reported that many firms can produce their strategies based on this technological tool that ensures that resource use is optimized at all levels and new avenues can be found (Kanellos et al., 2024). (Meghwal & Meena, 2024) in their report has also spoken about market expansion and healthy competition achieved with the help of digital marketing. This is again a crucial phase PraniSheba is facing and the research speaks at great lengths about it.

However, further research must be conducted as the maximum of the research lacks the focus on the type of niche sector in which PraniSheba is operating. Their primary business relies on EID ul Azha, where there is a high demand for cattle. As a result, digital marketing campaigns can be run for a few months prior ensuring customers have a recall value when the time of EID comes.

Methodology

The primary research method for this paper would be to go through literature review and Interviews with PraniSheba employees to understand the proper condition of the industry.

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Interviews will be taken to understand all problems faced by the industry, the general condition, whether the new methods work and possible new solutions that can be derived from it. Interviews would allow me to have a deep knowledge of the company and the industry. Hence, for the interview part, 10 PraniSheba employees would be selected for an interview session. Here, each employee would be given 10 open-ended questions, and their opinions would be asked. Once all the answers are compiled it is easier for the research paper to have a structured framework of how the industry runs and what changes are crucial.

Significance of the Issue

The research has to be conducted to ensure small startups such as PraniSheba can traverse the competition present in Bangladesh and establish themselves. During the time of COVID-19, people were stuck in online shopping which boosted the sales of PraniSheba. This enabled them to have a cash flow that lasted a year and no other resources were needed. However, as the

lockdowns eased, people had the option of offline shopping which reduced sales over time and depleted resources. Despite having the first mover advantage they were unable to cement their position in the market even in their four years of running. With a severe cash flow deficit and unable to get up from the position they are in it is crucial for them to find the methods that work best for them and ensure it is sustainable.

Hence, a company like PraniSheba must look for all the measures that can be taken without pressuring their resources and expanding them much. Only this would guarantee a long-term success. Hence, research has to be conducted with a proper thorough view of them and the industry for the betterment of the company.

Timeline

The duration of this research is 3 months. The internship lasted for 3 months starting April 21st and lasting till July 21st. During this time all primary research including the interview session was conducted.